

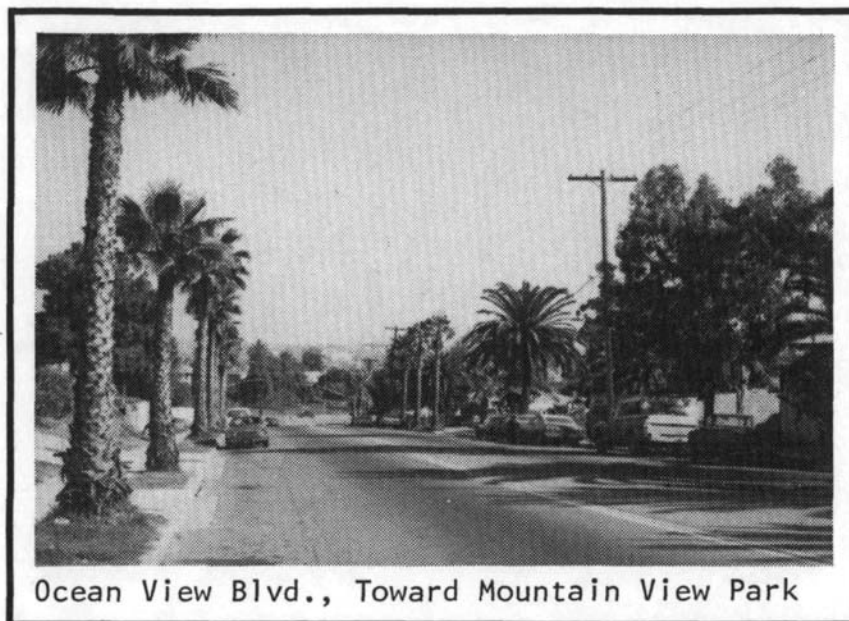
CENTRAL SECTOR

STATE ROUTE 15 EAST TO EUCLID AVENUE

Mount Hope, Mountain View,
Southcrest, Shelltown.

Gateway East and Southcrest are
focus areas for redevelopment
activity.

Imperial Avenue, Oceanview
Boulevard, and National Avenue
are targeted areas for
revitalization and landscaping
improvements.



CENTRAL SECTOR

MOUNT HOPE

To complement plans for the Gateway East Redevelopment, Market Street from Boundary eastward to Interstate 805 should be a focus of commercial revitalization activity. Market Street is given high priority in the street corridor planting program.

MOUNTAIN VIEW

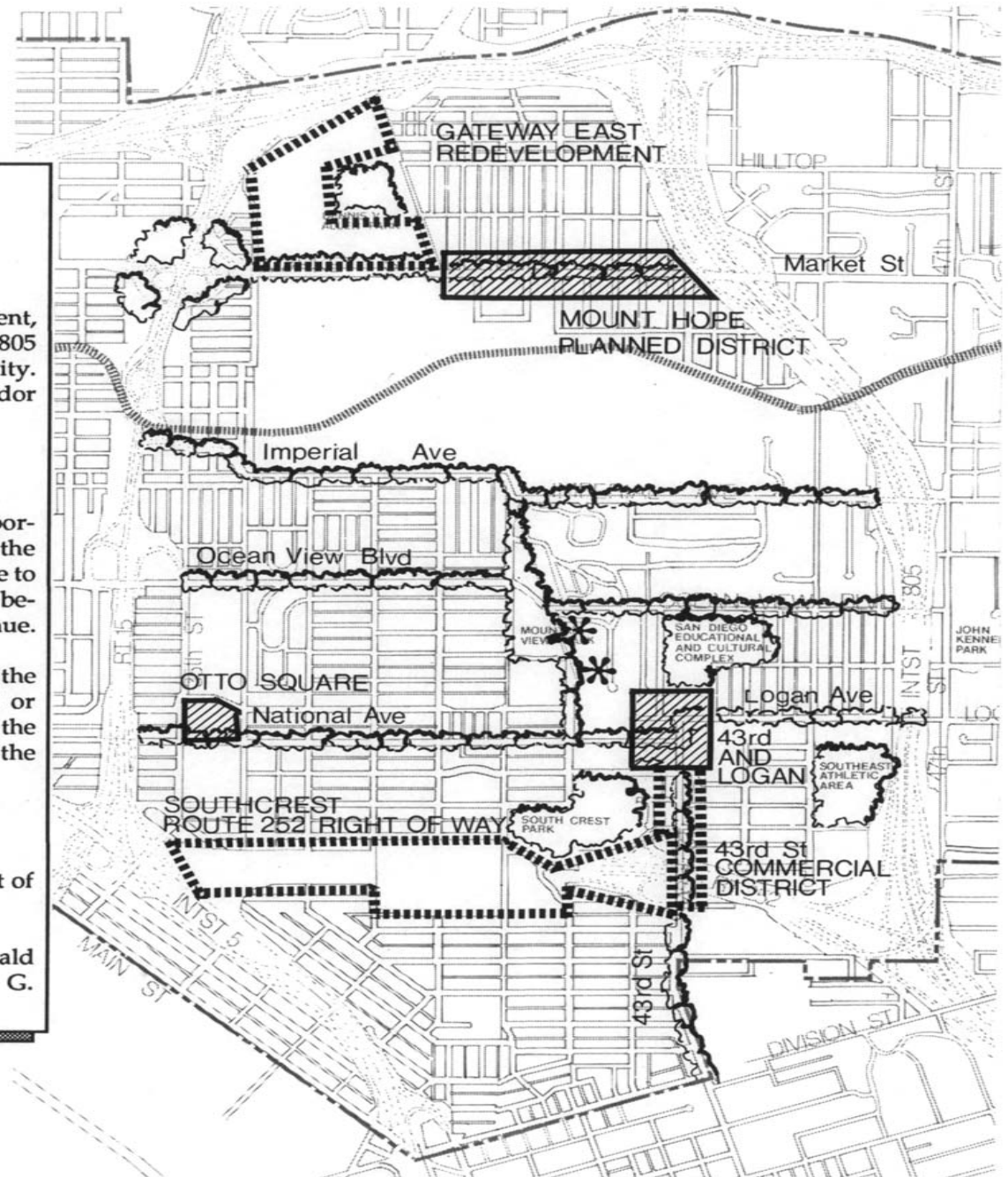
Mountain View Park should be strengthened as an important community focus with planting improvements in the park and on adjacent streets. Planting improvements are to be focused on 41st Street, making a strong connection between the park, Neighborhood House and National Avenue.

The Educational Cultural Complex now turns its back on the intersection and makes no relationship to either 43rd or Logan. There is need to develop a stronger tie, including the potential of a new building on college land just north of the intersection.

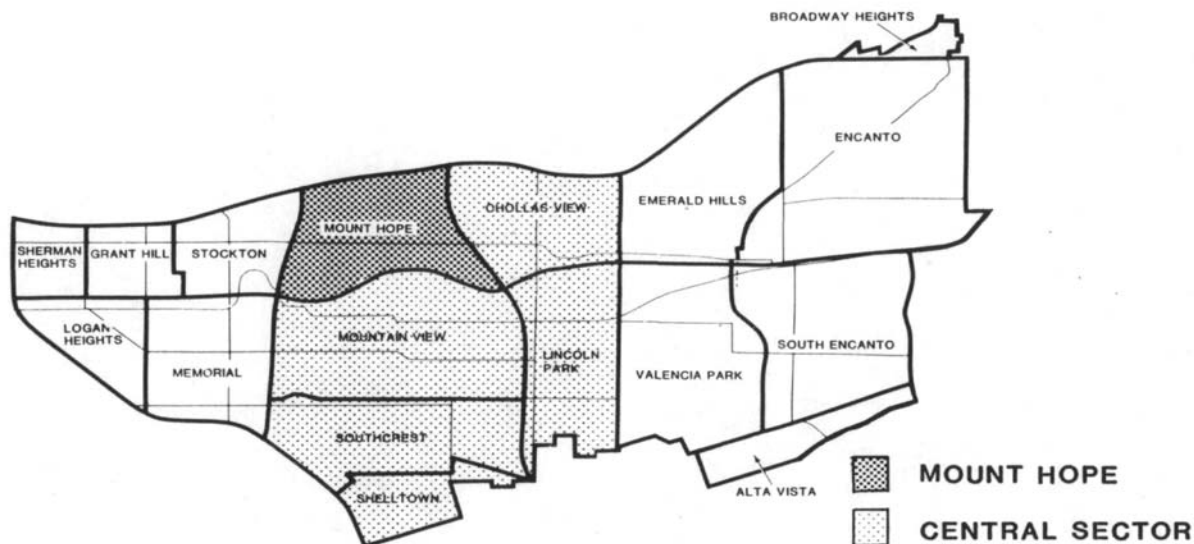
SOUTHCREST

The 43rd and Logan commercial area should be a target of future revitalization.

Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA, 1985)



THE NEIGHBORHOOD OF MOUNT HOPE



Setting

Mount Hope is situated on approximately 478 acres in the central portion of Southeastern San Diego. It is bounded on the north by State Highway 94, on the south by the San Diego Arizona Eastern Railroad (which is now shared by the San Diego Trolley), on the east by Interstate 805, and on the west by State Highway 15.

The neighborhood becomes known as "Mount Hope" through association with Mount Hope Cemetery, which is a city-owned cemetery that occupies the southwestern quadrant of the neighborhood. Located on a plateau, the area is one of the flattest in the community. Las Chollas Creek runs through the northwest corner of Mount Hope through a concrete-lined channel.

Existing Land Uses

Mount Hope is a mixture of residential, industrial, commercial, and cemetery uses. The residential neighborhood is stable, predominantly single-family homes with a scattering of higher densities north of Broadway. The neighborhood displays a strong sense of community and pride through the condition of its residences. The commercial developments along Market Street are small retail-type uses, many of which are in need of repair and rehabilitation. The Market Street Industrial Park and the Gateway Center East Business Park will eventually total 76 acres of industrial development.

Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 31.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	50%
Low-Medium Density (10-15 du/ac)	0.5%
Medium Density (15-30 du/ac)	7%
Cemeteries (Mount Hope)	15%
Industrial	5%
Commercial	1%
Parks	2.5%
Vacant	<u>18%</u>
	100%

Residential

The residential areas of Mount Hope are divided by Mount Hope Cemetery, with medium-high densities (15-30 units per acre) to the west and low density (5-10 units per acre) to the east. The highest density developments are south of Island Avenue and north of Broadway between 35th and 36th Streets, with densities in excess of 30 units per acre. Nearly 3,800 people reside in Mount Hope, with an overall density of about ten dwelling units per acre.

The residential area north of Hilltop Drive is mixed in density and housing condition. The majority of the area is in need of redevelopment.

Commercial

Along Market Street, east of Boundary Street, is a variety of neighborhood commercial uses including churches, a beauty shop, two small markets, liquor stores. The businesses along this corridor are viable, but in need of rehabilitation.

Industrial

The industrial uses in the neighborhood are located in the Market Street Industrial Park, which is south of Market Street and immediately east of Boundary Street. The industrial park consists of ten subdivided lots ranging in size from 1.1 to 3.3 acres. The park is a redevelopment project, and each lot is presently under private ownership for light industrial use as governed by the park's covenants, codes and restrictions and M-1B zoning.

Gateway Center East Business Park is a 61-acre site being developed by the City of San Diego as a part of the Mount Hope Redevelopment Project. A majority of the 30 sites have been sold and are presently involved in design and grading. The business park is expected to be complete in

the next few years. The business park will eventually employ over 3,000 employees working in a variety of light industry/manufacturing facilities.

Neighborhood Park

The five-acre Dennis V. Allen Park is a neighborhood park that has recently been reconfigured in order to compliment the adjoining industrial developments to the north and south in the Gateway Center East Business Park. The park includes a playground, basketball courts, a restroom, picnic areas, and walking paths.

Mount Hope Redevelopment Project

Proximity to downtown, good freeway access, and a central location represent advantages for the Mount Hope Redevelopment Project, which was approved by the City Council in 1982 (see Figure 45). The Redevelopment Plan provides land use planning guidance for future zoning and development in the 160-acre project area. The Redevelopment Project also designated the southwestern corner of the project area for light industrial uses - now known as Gateway Center East Business Park.

The focus for redevelopment activity in this area is the Gateway Center East Business Park project described above. In addition to the industrial developments, a portion of the project site has been set aside for commercial development, with plans for a major grocery store to front on Market Street.

The balance of the project area consists of nearly 100 acres containing single-family and multi-family residential units, 20 businesses, a public park, and a large undeveloped parcel of cemetery land.

For planning purposes, the redevelopment area was divided into five subareas. It was determined that present zoning regulations for four of the five subareas of the Mount Hope Redevelopment Project were sufficient for the implementation of the redevelopment plan. However, planned district legislation was prepared for one subarea, because of the intent to gradually redevelop the area into planned commercial developments and residential developments at a density of 30 units per acre. This subarea is located along Market Street, generally to a depth of 200 feet to the north and the south of the street. The Planned District Ordinance was adopted by City Council in 1984, and provides development regulations which are tailored to the area including land use, development intensity, parking, and land and parcel coverage regulations.

The neighborhood of Mount Hope will benefit from the redevelopment project in a variety of ways, including housing rehabilitation, employment opportunities, public roadway improvements, and the coordination of industrial development with training programs to benefit unemployed and underemployed residents of Southeastern San Diego.

Transportation Facilities

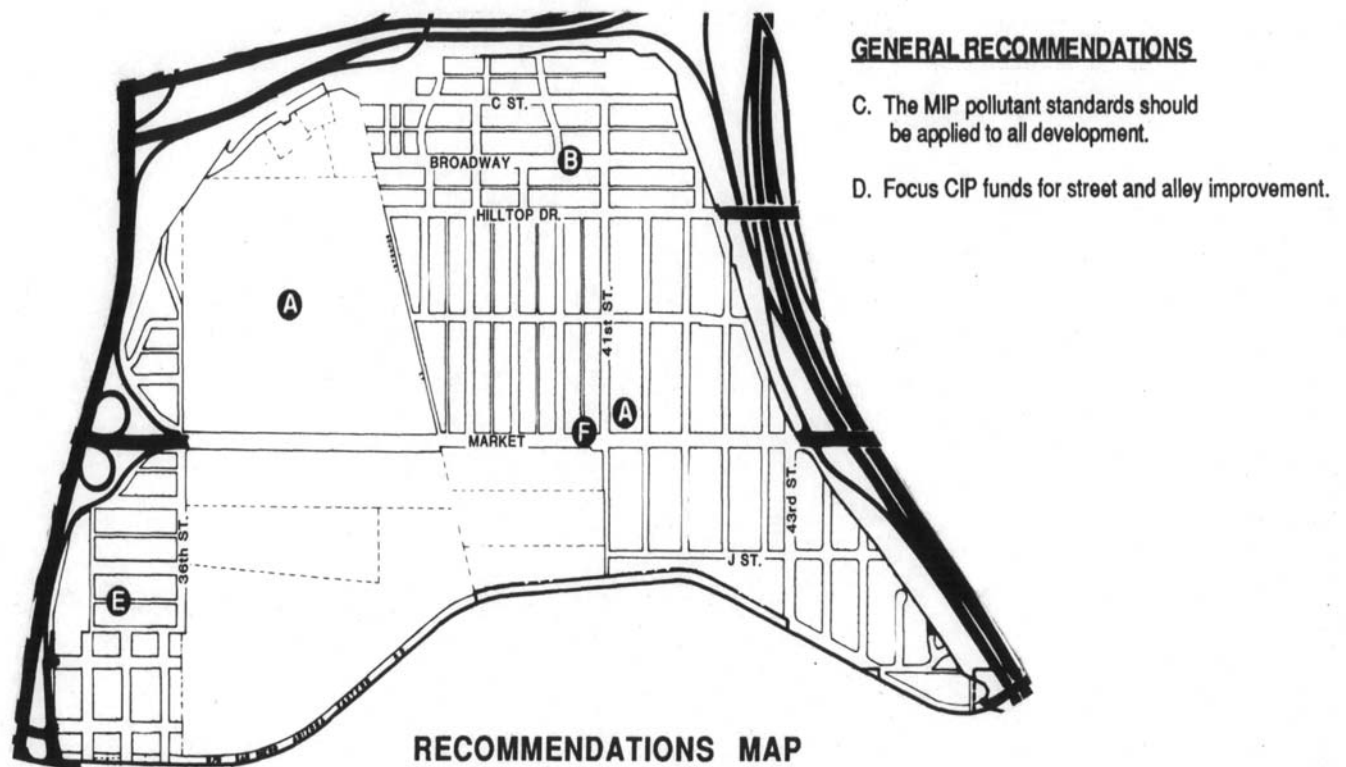
The major streets run east/west through the neighborhood and include Market Street and Hilltop Drive. Although the existence of north/south residential streets allows for adequate transport

within the neighborhood, the presence of the cemeteries to the south acts as a major obstacle in allowing north/south access to other parts of Southeastern San Diego.

The trolley bisects Mount Hope Cemetery, providing trolley passengers a unique view of the cemetery, which could potentially be one of the most scenic portion of the trolley's route through the community. The trolley also passes along the northern boundary of Greenwood Cemetery, which sets a high standard in landscaping and maintenance and is readily visible to trolley passengers. There are no trolley stops within the neighborhood; however, stops are available to the west of 32nd Street and to the east at 47th Street.

Mount Hope Objectives

1. Improve the appearance and economic viability of the commercial corridor on Market Street.
2. Improve the landscaping in the right-of-way along Market Street, east of Boundary Street.
3. Protect the adjoining residential areas from any potential adverse impacts from the adjoining industrial developments.
4. Rehabilitate the residential area north of Hilltop Drive.
5. Improve the condition of streets and alleys and underground utilities as much as possible.



Mount Hope Recommendations

- A. Implementation of the Mount Hope Redevelopment Plan should be continued and should be given the highest priority for Mount Hope.

The Gateway Center East Business Park is expected to be completed by mid-1987, including the commercial development on Market Street. Commercial Development may be permitted within the Gateway Center East Industrial Redevelopment Project (Lots 1, 2, 3, 4, 5). A major commercial redevelopment commitment is already a reality as part of the SEDC's Mount Hope redevelopment project. Additional commercial development on the sites identified above may be required to strengthen this effort. This flexibility could help in the creation of a much needed commercial development of sufficient size to result in great economic benefit to the community.

The commercial corridor east of the business park is in need of rehabilitation, as outlined in the redevelopment plan. The development criteria is contained in the redevelopment plan and in the Mount Hope Planned District Ordinance, Section 103.1001 through 103.1010 of the Municipal Code. With the recent development at Gateway Center East Business Park and the continuation of the Market Street Industrial Park, the need for viable, consumer-oriented businesses is evident. Many of the existing structures are in need of repair and beautification. A Business Improvement District (BID) could facilitate future growth by providing coordinated building signage and designs, landscaping, and a maintenance program.

- B. Redevelopment and rehabilitation of the residential area north of Hilltop Drive is recommended.

Although private redevelopment and rehabilitation is encouraged whenever possible, the City Housing Commission should assist homeowners in rehabilitation of private homes through low interest loans.

- C. Pollutants, odors, contaminants, toxics, and smoke that exceed the standards of the Manufacturing Industrial Permit Zone (M-IP) should not be allowed.

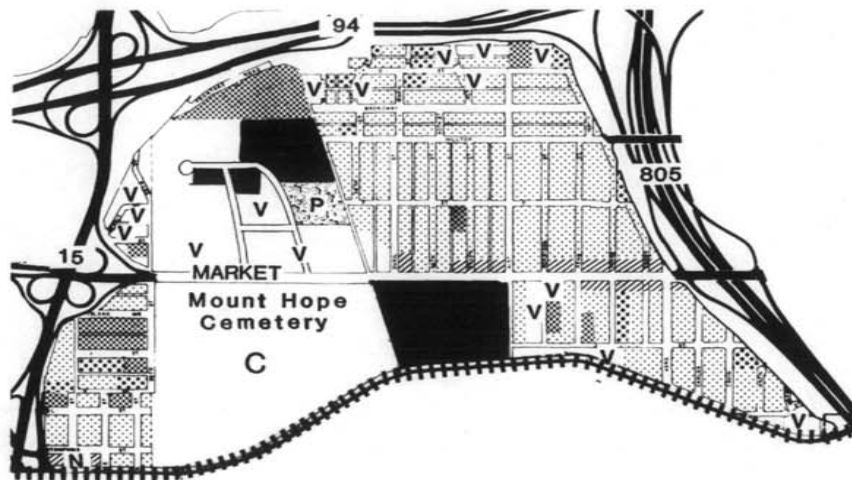
The M-IP standards relating to pollutants, odors, contaminants, toxics, and smoke should be applied to all developments in the Mount Hope neighborhood.

- D. Focus Capital Improvement Program (CIP) funds to improving streets and alleys in this neighborhood. Undergrounding of utilities should also be sought.

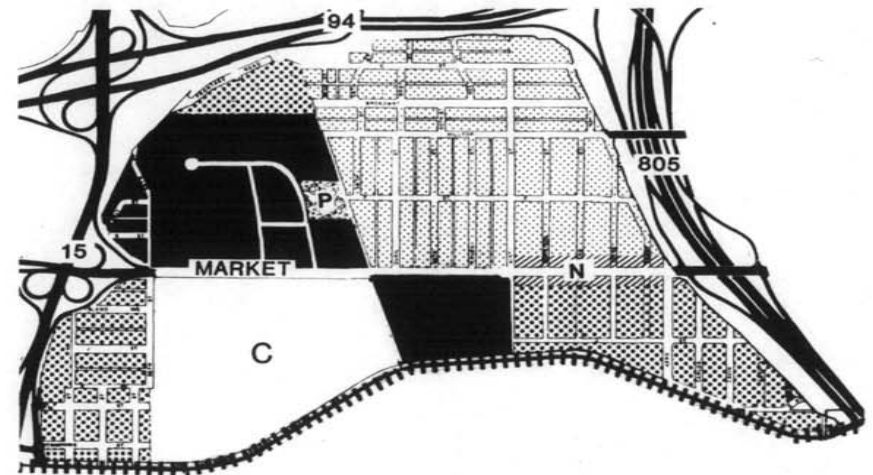
- E. Designate the area west of Mount Hope Cemetery and south of Market Street for low-medium density residential uses (10-15 units per net acre). This area contains a mixture of residential densities and a few low intensity commercial establishments, but the area has access constraints to commercial or higher density residential development.

- F. Rezone the commercially zoned properties between 40th Street and 41st Street to a low density residential designation of 5-10 units per net acre.

EXISTING LAND USE

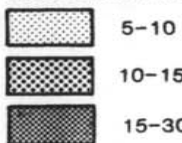


RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)



COMMERCIAL



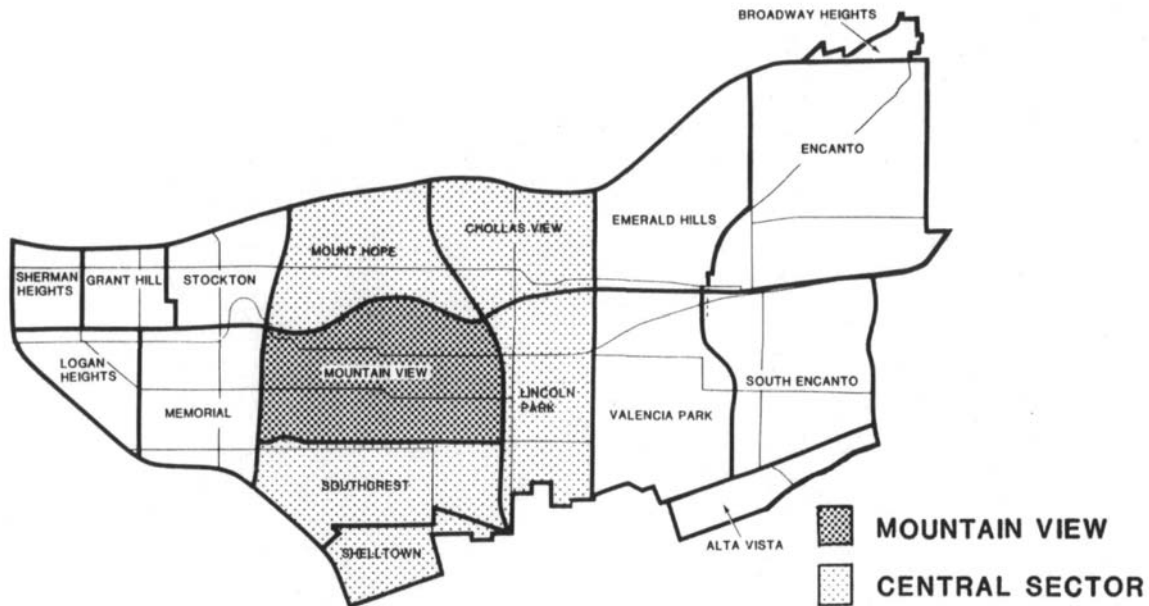
MOUNT HOPE

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 3¹

THE NEIGHBORHOOD OF MOUNTAIN VIEW



Setting

Mountain View is situated on approximately 735 acres in the central portion of Southeastern San Diego and is predominantly developed with single-family residences and two cemeteries. It is bounded on the north by the San Diego Arizona Eastern Railroad (which is now shared by the San Diego Trolley), on the south by Logan Avenue, on the west by State Highway 15, and on the east by Interstate 805. The neighborhood is separated from the surrounding areas by two major freeways and two cemeteries.

The neighborhood became known as "Mountain View" due to the unobstructed view of San Miguel Mountain to the east. Located on a plateau, the area is one of the flattest in the community. Las Chollas Creek runs through Mountain View starting in its northeasterly corner near 45th Street, flowing southwest along San Pasqual Street until it enters the Southcrest neighborhood at Logan Avenue. The creek flows through a concrete-lined channel which is capable of handling 50-year storm flows.

Transportation Facilities

The major streets run east/west through the neighborhood and include Imperial Avenue and Oceanview Boulevard. Although the existence of north/south residential streets allows for adequate transportation within the neighborhood, the presence of the cemeteries to the north acts as a major obstacle in allowing north/south access to other parts of Southeastern San Diego.

The San Diego Arizona Eastern Railroad tracks constitute the northern boundary for the Mountain View neighborhood and the tracks now also serve the San Diego Trolley – Euclid line. The trolley bisects Mount Hope Cemetery, providing passengers a unique view of the cemetery.

The trolley also passes through Greenwood Cemetery, which sets a high standard in landscaping and maintenance.

Existing Land Uses

The existing land uses as of 1986 are varied, and are summarized in the table below and are illustrated on Figure 32.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	50%
Low-Medium Density (10-15 du/ac)	5%
Medium Density (15-30 du/ac)	1%
Cemeteries (Mount Hope, Greenwood)	26%
Institutional (Baker Elementary, Bandini Elementary, Educational Cultural Complex, YMCA)	5%
Industrial and Commercial	2%
Vacant	6%
Designated Open Space and Parks	<u>5%</u>
	100%

Residential

Mountain View is a stable residential neighborhood with well-maintained homes and businesses. The neighborhood displays a strong sense of community pride through the condition of its residences and cleanliness of its streets.

Most of the residential development in Mountain View took place in the early 1950s. Nearly 7,000 people reside in Mountain View, with an overall density of about eight dwelling units per acre. The population density is one of the lowest in the Southeastern San Diego community.

The residential areas of Mountain View are divided by Boundary Street, with densities of approximately 15 dwelling units per acre to the west and densities of approximately ten dwelling units per acre to the east. The highest density developments are south of Oceanview Boulevard and west of 36th Street, with densities in excess of 35 dwelling units per acre, including a rest home facility and a senior housing project.

Commercial and Industrial Uses

Along Oceanview Boulevard from 36th Street to 38th Street is a variety of neighborhood commercial uses including barbershops, a beauty shop, cafe, gas station, insurance sales office,

and a cabinet-maker shop. The businesses along this corridor are stable and predominantly attract customers from the Mountain View neighborhood.

The industrial uses in the neighborhood are located along Imperial Avenue between State Highway 15 and 40th Street. A junk yard is located east of State Highway 15 and north of Gillette Street, which is the first development seen from the trolley as it passes under State Interstate 15. For many years, the frontage properties along Imperial Avenue between 36th Street and 40th Street have been dedicated to services that support the cemeteries, including monument and marker makers, granite carvers, a florist, a chapel and a mausoleum.

Cemeteries

Mount Hope Cemetery is city-owned and is one of the most recognized and historical elements of Southeastern San Diego. The cemetery's site was chosen in 1869 because at that time it was on the outskirts of town. The grounds were divided up into various sections. There were areas for fraternal organizations such as the Masons and the International Order of Odd Fellows. Sections were also set aside for Jews, Japanese, Russians and Chinese. In addition, there was the area known as "Potter's Field," appropriated for indigent burials. Among the many beautiful monuments at Mount Hope Cemetery, there are those of the Horton, Sherman, Jessop and Marston families. Although the grounds are maintained and the cemetery still has room for expansion, some portions have deteriorated.

Unlike Mount Hope Cemetery, Greenwood Cemetery was a private venture. This cemetery is still in an unincorporated pocket within the City. Directly east of Mount Hope Cemetery, Greenwood sits on a slight hill and has a spectacular Oceanview. Over the years, it has expanded and developed into a lovely park as well as a successful cemetery. In 1919, the Cathedral Mausoleum was completed and became the largest single mausoleum building in the world. Today, Greenwood is constructing another mausoleum. Greenwood comprises one of the outstanding open landscaped areas in Southeastern San Diego. The cemetery contains chapels, three lakes, a mortuary and crematory, three mausoleums, a florist and a statuary. The grounds provide a display of vegetation that flourishes with irrigation from Greenwood's own wells.

Schools, Parks and Public Facilities

The neighborhood has two elementary schools - Baker Elementary School and Bandini Elementary School. Bandini Elementary School was closed in March 1976 due to declining enrollments. The site has since been converted to a special education use.

In addition to the cemeteries, Mountain View has yet another major landmark - the Educational Cultural Complex located south of Oceanview Boulevard between San Pasqual Street and 44th Street. The Educational Cultural Complex of the San Diego Community College District is the key educational institution in Southeastern San Diego. Opened in the fall of 1976, the Educational Cultural Complex offers day and evening college credit classes, adult school classes, and a wide variety of general interest programs. The center offers approximately 240 classes to an estimated 4,000 persons. A four-acre landscaped open space area adjoins the Educational Cultural Complex to the south.

In 1914, an ordinance was passed for acquisition of the land known as Mountain View Park. The park includes tennis courts, courts for basketball and volleyball, multi-purpose fields, a playground, and a portable swimming pool that is set up for a limited time during summer. Jackie Robinson YMCA is a 6.5-acre recreational facility located north of Imperial Avenue and east of 45th Street. The YMCA is a full service facility with a gymnasium for indoor court sports, a swimming pool, weight room, and aerobic exercise room. Expansion plans are now being made for tennis courts, racquetball courts, and a Jacuzzi.

Fire Station 19 is located on Oceanview Boulevard at 35th Street.

Vacant Parcels

Two large vacant parcels remain in the neighborhood. The first, known as "North Creek," is located south of Imperial Avenue, west of 45th Street, and east of San Pasqual Street. The second, known as "Stern Plantation," is located east of Boundary Street, south of Oceanview Boulevard, and west of San Miguel Avenue. The 30-acre North Creek site originally had an approved subdivision map to create 128 single-family lots. Although the building pads were cut and utility improvements made on the site, the homes were never built. In 1981, a different developer applied for a Planned Residential Development Permit which would allow 370 dwelling units. The revised application was approved by the City with a condition that the developer makes flood control improvements to Las Chollas Creek (including six acres of land dedication and landscaping of the floodplain) and that 43rd Street run through the project to provide a link between Oceanview Boulevard and Imperial Avenue. To date, 56 units within this Planned Residential Development along 45th Street have been constructed. The drainage channel and area to the south along Oceanview Boulevard (13 acres) have been dedicated as open space to the City of San Diego by the developer in conjunction with the original subdivision map. In 1996, the site was redesignated from residential to multiple use which would allow either a residential or a commercial development. The commercial use would be generally consistent with the CT-2 zoning of the Southeastern San Diego Planned District Ordinance and would allow a commercial development with a combination of movie theaters, restaurants, retail shops, and a pedestrian/bike path along the creek. If the site is not developed commercially, it may be developed under the residential designation and SF-5000 Zone. A residential development on the site would be generally consistent with the SF-5000 zoning of the Southeastern San Diego Planned District Ordinance.

The North Creek site could be developed as a commercial retail center with recreational uses such as a movie theater, urban plazas and a linear park along Chollas Creek to create part of a larger community center with linkage to the ECC on the south and the YMCA to the north. A commercial development on the North Creek site would require careful site planning to protect the integrity of the existing and proposed single-family development in the vicinity.

If the site is proposed to be developed with commercial uses, the following environmental mitigation measures, consistent with the "Final Environmental Impact Report for the Proposed Second Amendment to the Redevelopment Plan for the Central Imperial Redevelopment Project (State Clearinghouse Number 96021045)," shall be required.

Transportation/Circulation

The recommendations of a traffic study specifically addressing the proposed development, and approved by the City of San Diego Development Services Manager, shall be made conditions of project approval.

Noise

The recommendations of an acoustical study assessing the consistency of the proposed development with the City of San Diego Noise Ordinance and the City of San Diego Significance Determination Guidelines under the California Environmental Quality Act, and approved by the City of San Diego Development Services Manager, shall be made conditions of project approval.

Biology

According to the “Biological Resources Report for the Proposed Second Amendment to the Redevelopment Plan of the Central Imperial Redevelopment Project (The Butler Roach Group, Inc., July 1996), the North Creek site contains 1.4 acres of disturbed Diegan Coastal Sage Scrub habitat and several individuals of coast barrel cactus, both of which are sensitive biological resources. Impacts to these sensitive resources associated with the proposed development shall be mitigated to the satisfaction of the City of San Diego Development Services Manager and all other agencies with jurisdiction over these resources.

Permits or exemptions shall be obtained from the U.S. Army Corps of Engineers, the San Diego Regional Water Quality Control Board, and the California Department of Fish and Game prior to any alterations or disturbances to South Las Chollas Creek associated with the proposed development.

Hydrology/Water Quality

Proposed grading and/or development within the floodway or floodplain fringe area of South Las Chollas Creek may require the preparation of a hydrologic study, based on the determination of the Development Services Manager. All mitigation measures deemed necessary by the City of San Diego Development Services Manager shall be provided.

Neighborhood Character/Aesthetics

A Neighborhood Compatibility Study shall be required which addresses the following:

- Buffer areas between commercial and surrounding residential development.
- Bulk and scale of proposed commercial buildings and relationship to surrounding residential development to show there will be no negative impacts.
- Orientation of proposed commercial buildings to the open space areas and Chollas Creek.

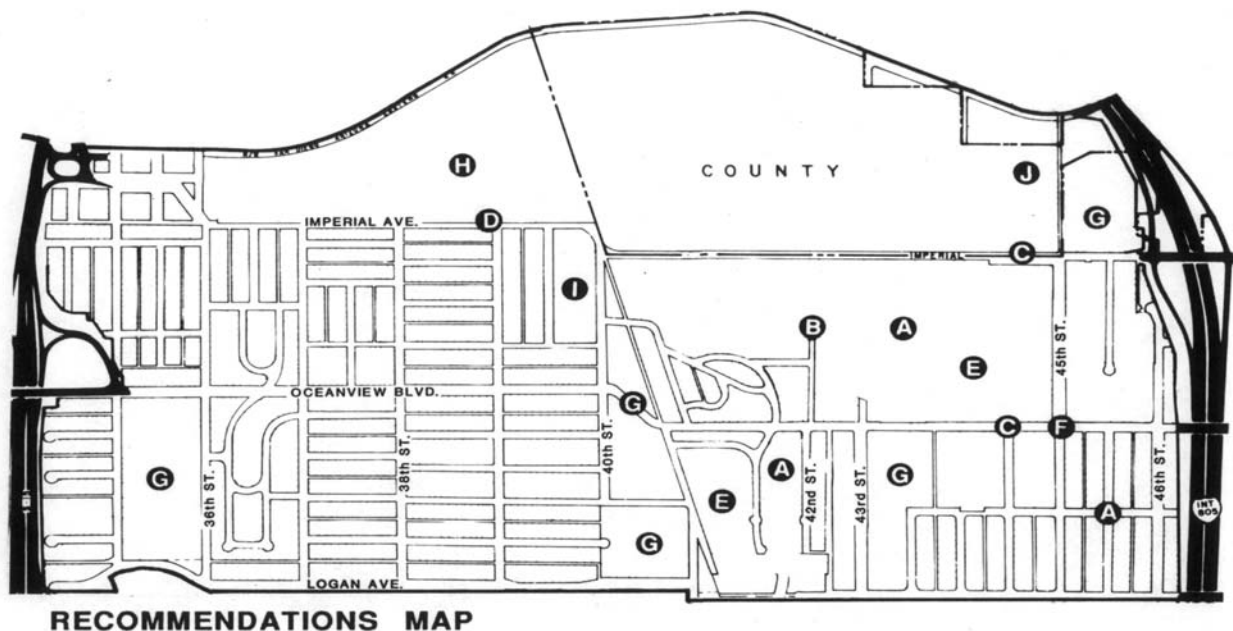
- Architectural design and compatibility with the surrounding development.
- Pedestrian circulation on site and access to other activity areas such as the ECC and YMCA.
- Identify any other special project features which provide specific benefits to the community such as park space eating areas, landmarks and plazas.

Cultural Resources

The recommendations of a cultural resources study shall be made a condition of permit approval.

Mountain View Objectives

1. Preserve the existing stable, well-maintained single-family areas.
2. Improve the north/south access problems.
3. Improve the commercial businesses on Oceanview Boulevard from 36th to 38th Streets.
4. Improve the appearance of Imperial Avenue and Oceanview Boulevard, starting with improved landscaping in both public and private land.



Mountain View Recommendations

- A. Maintain the character of the neighborhood by preservation of the single-family areas and their RI-5000 zones. Allow option of a commercial development to serve the surrounding residential communities.

Preservation of the existing stable, well-maintained single-family neighborhood is a priority for Mountain View. The existing R1-5000 and R-3000 zoning should be retained by designating these areas for low and low-medium residential densities (5-10 and 10-15 units per net acre).

- B. Extend San Pasqual Street from Oceanview Boulevard to Imperial Avenue.

Another priority for this neighborhood should be the completion of San Pasqual Street between Oceanview Boulevard and Imperial Avenue. The construction of this link should be a requirement of any development on the North Creek subdivision, located south of Imperial Avenue and west of 45th Street. This recommendation should be implemented because there is a lack of adequate north/south access in this area. In addition, the recently approved Southcrest Redevelopment Project report includes the 43rd Street extension via San Pasqual Street as a vital link to the new development south of National Avenue.

- C. Establish a Business Improvement District.

Business owners along Oceanview Boulevard and Imperial Avenue are encouraged to create a Business Improvement District to facilitate future growth by providing cohesive building facades, signage, landscaping, and maintenance, and to provide marketing or sales promotion. Low interest rehabilitation loans should be focused on locations where property owners are organized and willing to commit their own funds to improvements. The commercial corridor, along Oceanview Boulevard between 36th and 38th Streets, should be designated for community-serving commercial uses to reflect support for the desirable neighborhood serving uses that are currently provided.

- D. Rezone the properties on Imperial Avenue from 36th Street to Ada Street to specialized commercial.

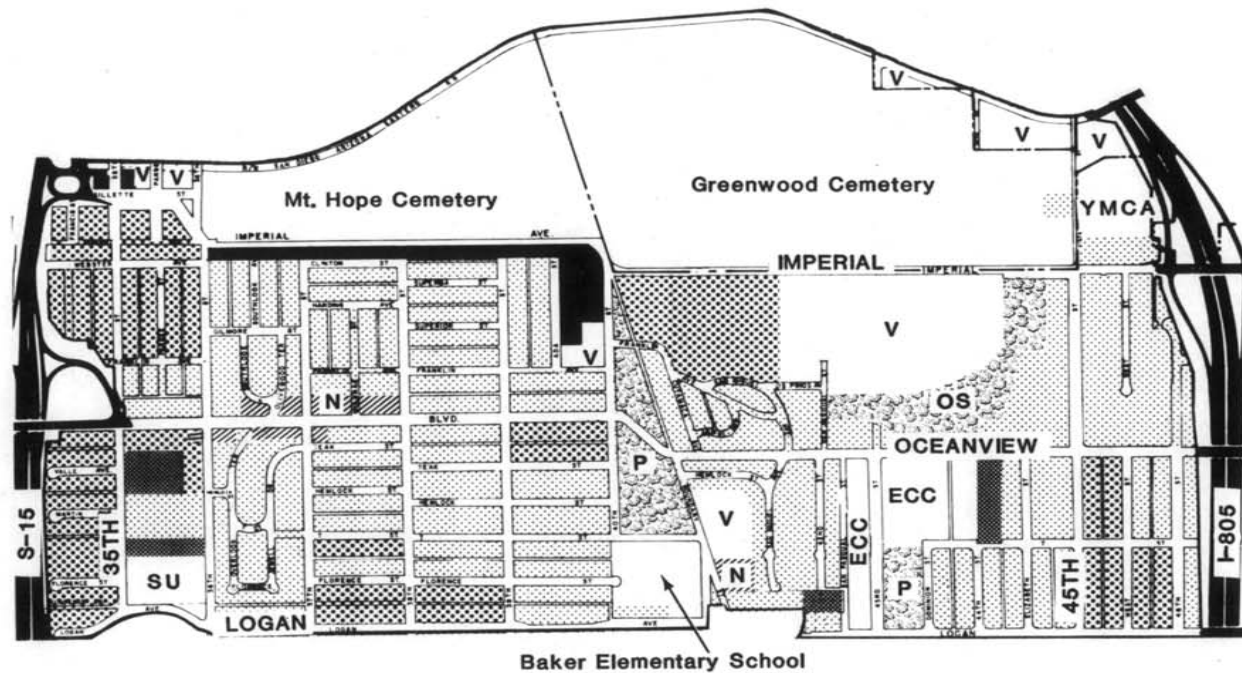
The industrial uses along Imperial Avenue, east of 36th Street, should be re-designated for "specialized commercial," where cemetery-related services are recommended. In Mountain View, these businesses provide jobs and valuable services to the neighborhood and are encouraged to remain. Some of the structures are in need of revitalization and are encouraged to utilize the loan programs offered by the City Housing Commission.

The junkyard located east of State Highway 15 and north of Gillette Street should not be permitted to expand. Future industrial development should be fully enclosed.

- E. New construction on the vacant sites should complement the existing single-family development.

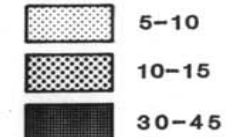
The North Creek and Stearn Plantation sites should be developed at densities allowed by the existing R1-5000 Zone (5-10 units per acre). Both sites are in the middle of single-family areas and should be developed with projects that are compatible in size and scale.

EXISTING LAND USE



LEGEND

RESIDENTIAL (units per acre)



COMMERCIAL



INDUSTRIAL

INSTITUTIONAL

ECC

Schools

- E Elementary
- J Junior High
- S Senior High
- ECC Community College
- SU School Use



MOUNTAIN VIEW

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 32

- F. Rezone the intersection of Oceanview Boulevard and 45th Street to R1-5000.

The existing pattern of single-family residential development is desirable. The intersection of Oceanview Boulevard and 45th Street is recommended for a change in zone from CC to R1-5000, or a similar zone.

- G. Retain existing institutional uses.

The existence of Mountain View Park and Jackie Robinson YMCA serve as recreational opportunities for young adults in the area. The YMCA, the Educational Cultural Complex, Baker Elementary School and Bandini Elementary School should be retained as institutional uses. Rezone the school facilities to the Institutional Overlay Zone. Where residential re-use is determined to be appropriate, the density should be compatible with the surrounding neighborhood.

- H. Improve the appearance of Mount Hope Cemetery. Cemetery maintenance areas should be screened and improved landscaping is needed.

- I. The block south of Imperial Avenue between Ada Street and 40th Street is presently developed and is encouraged to be retained as cemetery-related uses. The underlying R-3000 Zone should be retained together with the existing requirement for a Conditional Use Permit for cemetery-related uses.

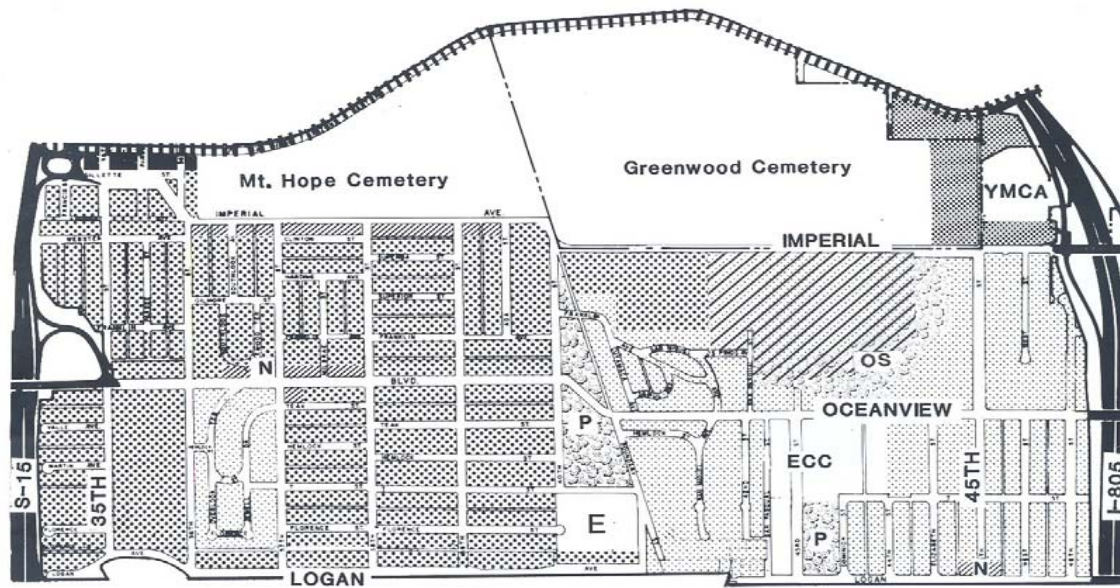
- J. The properties surrounding the YMCA north of Imperial Avenue and east of Greenwood Cemetery should be permitted to develop with up to 22 units per net acre. This area is removed from single-family development by Imperial Avenue, Interstate 805 and the cemetery and represents an opportunity for quality infill development.

- K. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 36th and 37th Streets on the east and west, and Oceanview Boulevard and Logan Avenue on the north and south, respectively, should be redesignated and rezoned for single-family development (SF-5000 Zone).

The medium density (15-30 dwelling units per net acre, MF-1500 Zone) multi-family portion of the neighborhood located on the north side of Logan Avenue between 36th Street and 41st Street should be redesignated and rezoned for low-medium residential density (10-15 dwelling units per net acre, MF-3000 Zone) and identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

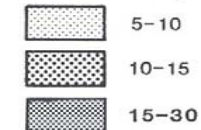
The low-medium (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 35th and 36th Streets on the west, 40th Street on the east, the alley south of Imperial Avenue on the north and Logan Avenue on the south, excluding the area proposed for single-family zoning should be identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

RECOMMENDED LAND USE

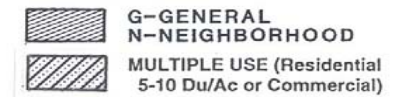


LEGEND

RESIDENTIAL (units per acre)



COMMERCIAL



INSTITUTIONAL

Schools

E Elementary
J Junior High
S Senior High
ECC Community College

OPEN SPACE

PARK



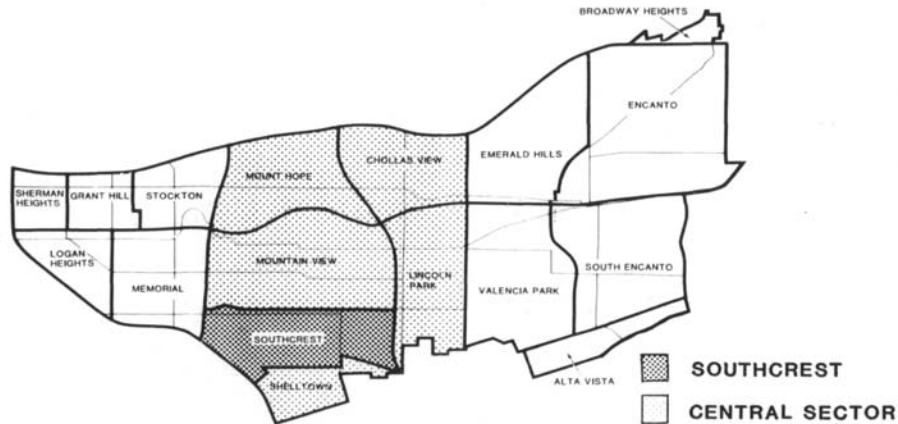
MOUNTAIN VIEW

SOUTHEASTERN SAN DIEGO

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FIGURE 33

THE NEIGHBORHOOD OF SOUTHCREST



SETTING

The Southcrest neighborhood is bounded by State Route 15 and Interstate 5 on the west, Logan Avenue on the north, Interstate 805 on the east, and Gamma and Vesta Streets and the rescinded State Route 252 construction on the south. This area is located in the central portion of Southeastern San Diego, approximately five miles southeast of downtown San Diego and one-mile northeast of the naval and shipyard facilities on San Diego Bay. This neighborhood contains the Southcrest Redevelopment Project area, located between SR-15 and Interstate 5 on the west and 44th Street on the east, and an additional residential area between 44th Street and Interstate 805.

The Southcrest Redevelopment Project area comprises approximately 301 net acres, exclusive of public rights-of-way. The largest land use is residential with 149.12 acres. Commercial uses total 15.49 acres, and industrial uses total 0.85 acres. The remaining acreage is either in public and semi-public (27.85 acres) use or is vacant land (65.82 acres). The remainder of the neighborhood, outside of the redevelopment project area, is developed with residential developments, ranging up to 30 units per acre, and a public park.

The public and semi-public uses in the neighborhood include the Southcrest Park and Recreation Center, the Southeastern Athletic Area, Emerson Elementary School, St. Junes Elementary School, several churches and areas along Chollas Creek. Las Chollas Creek passes through Southcrest in a concrete-lined channel bounded on the north and south with protective fences.

Southcrest Redevelopment Project

This area was chosen for redevelopment because of the need to revitalize deteriorating commercial and residential areas, the need to redevelop the rescinded State Route 252 corridor, and the potential to provide business and employment opportunities as part of these efforts.

On April 1, 1986, the City Council adopted the Southeastern Community Plan Amendment - Southcrest Redevelopment Project by Resolution No. R-265347. As a redevelopment project area, all projects in the area will be channeled through SEDC. Through this agency, projects will

be subject to design review by the Planning Commission under the terms of disposition and development agreements. The Redevelopment Agency can also use the tools of property acquisition, relocation assistance, site preparation and rehabilitation to revitalize the Southcrest area and to meet the objectives of the Southcrest Redevelopment Plan. The guidelines for development contained in the redevelopment plan and the previous community plan amendment have been incorporated into this plan.

The specific projects anticipated in the Redevelopment Area are discussed in the Southcrest Redevelopment Project Report to Council. The report to Council identifies five major projects which are also recommended as part of this community plan:

1. Acquisition of blighted and nonconforming uses (principally along National Avenue and 43rd Street).
2. Improvement of the intersection of National/Logan, and 43rd Street.
3. Rehabilitation of Otto Square.
4. Acquisition and disposition of the SR-252 corridor.
5. Public improvements: streets, utility cable undergrounding, street landscaping and sewer/water replacement.

Additionally, the report to Council discusses the general development intent in the Redevelopment Area as shown on the Generalized Land Use Map and these recommendations are incorporated as a part of this plan.

Residential Development

There are approximately 1,530 housing units in the redevelopment project area with an estimated population of 5,100 people. The area is comprised primarily of single-family units with a number of duplexes and small apartment structures. The average density for the area is approximately ten dwelling units per acre. Of the SR-252 acres presently zoned for residential use, 147 acres are used for this purpose along with two acres which are zoned commercial.

Between 1968 and 1975, 280 housing units were removed in expectation of the construction of a freeway linking Interstate 805 with Interstate 5. Sixty-six acres were cleared and have been left idle.

Commercial Development

Existing commercial uses total 15.59 acres, with 26 acres of commercial and 14 acres of commercial/business park proposed in the Southcrest Redevelopment Project.

The redevelopment project area contains a few well-maintained businesses. However, the majority of the commercial structures are in a deteriorating condition.

Otto Square Shopping Center, located on the north side of National Avenue, between 35th and 36th Streets was built in 1965 and occupies approximately six acres. There is parking for 350 cars. This center needs exterior maintenance to the buildings and the parking lot. It also has problems relating to crime, loitering, and illegal parking. The facilities are generally considered to be too old and too small to attract major tenants needed to make the center economically viable. The center has only one major tenant, a drug store. Many of the stores are not of the quality usually found in other neighborhood shopping centers. Because of concerns about quality and the physical conditions of the center, many residents prefer to go elsewhere for their shopping needs.

Industrial Development

There is no industrial zoning in the redevelopment project area and only a small amount of existing industrial uses (0.83-acre).

Transportation

National Avenue is the major east-west arterial traversing the Southcrest neighborhood, carrying 12,000 vehicles per day in only two traffic lanes. National Avenue connects the area to downtown San Diego on the west and ends at 43rd Street on the east. Logan Avenue, east of 43rd Street, then becomes the major east-west arterial for the area. The remaining east-west streets serve the residential areas. Traffic is congested along the National Avenue/Logan Avenue corridor, especially during the afternoon rush hours when the area is used by workers from the nearby naval and industrial facilities.

Forty-third Street is the major north-south arterial, with 35th and 38th Streets serving as north-south collectors for the neighborhood. Access to Interstate 805 occurs at the intersection of 43rd Street and the rescinded State Route 252 corridor. On the west, Vesta and Rigel-35th Streets provide access to the industrial area to the south of Interstate 5 in Barrio Logan, while access to State Route 15 is provided by 35th Street to the north.

The following table summarizes recommended land uses in the Southcrest Redevelopment Project area of the neighborhood:

Recommended Land Uses – Southcrest Redevelopment Project Area	
Land Uses	Acres (Net)
Residential	
5-10 units/net acre	28.21
10 - 15 units/net acre	125.10
15 - 17 units/net acre	25.91
15 - 30 units/net acre	49.22
Commercial	26.14
Commercial/Business Park	14.91
Park	17.06
Open Space	14.91
	300.74

Southcrest Objectives

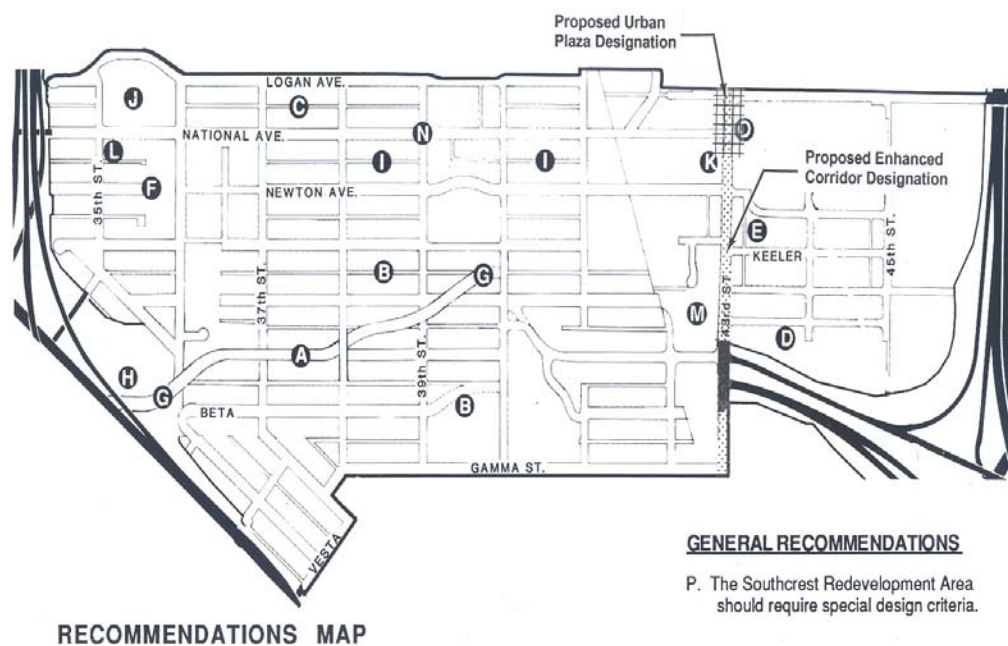
1. Redevelop the rescinded 252 freeway corridor.
2. Revitalize the commercial areas.

The strip commercial area at National Avenue and 43rd Street and extending south on 43rd to the vacant freeway corridor suffers from unsightly structures, traffic congestion and parking problems.

3. Provide employment opportunities.
4. Improve streets and circulation.

Street improvements are needed for both 43rd Street and National Avenue, as well as a major realignment of the intersection of these two streets. Additionally, many local streets are in poor condition and are discontinuous. Previously existing streets have been closed off and left to deteriorate in the SR-252 corridor. Only two streets have been left open to cross the corridor in its entire length of approximately one mile.

5. Create guidelines to achieve quality new development and enhance existing development.



Southcrest Recommendations

Residential

- A. Acquire the rescinded SR-252 corridor from the state of California.

Develop thirty-two acres with residential development at densities of 15-17 units per net acre. Since this entire corridor is recommended for purchase by the San Diego Redevelopment Agency, all development in this corridor area should be subject to design review under the terms of Disposition and Development Agreements. A portion of the State Route 252 corridor will include single-family housing.

- B. Preservation and upgrading of the existing housing stock is recommended through continuation and expansion of the City's Housing Rehabilitation Program.

Infill housing development is also encouraged on vacant land within the areas to the north and south of the rescinded State Route 252 corridor.

- C. Develop and redevelop a corridor along National Avenue and south of Logan Avenue with multi-family residential development at up to 30 units per net acre.

The recommended density of up to 30 units per acre is intended to provide higher residential densities along the transportation corridors of Logan Avenue and National Avenue and near the commercial developments in the neighborhood. These densities can provide an incentive for redevelopment and also reflect some of the existing development intensities.

- D. Develop and redevelop the area south of Boston Avenue and east of 43rd Street with multi-family development at up to 30 units per net acre.

This area is not completely developed and there is also an opportunity to redevelop many poorly utilized sites. Access to the commercial development along 43rd Street and the proposed industrial area east of 43rd Street is good and these blocks are also close to two parks.

- E. Retain the single-family or relatively low density character of several blocks located east of 43rd Street and north of Boston Avenue, as these areas are relatively stable and well maintained.

- F. Rezone the Emerson School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential re-use is appropriate, the density should be compatible with the density recommended for the surrounding area in this plan.

- G. The medium density (15-30 dwelling units per net acre, MF-1500) multi-family portion of the neighborhood located south of Logan Avenue between 36th and 41st Streets should be redesignated and rezoned for low-medium residential density (10-15 dwelling units per net acre, MF-3000 Zone) and identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.

Open Space

- H. The State Route 252 corridor lands offer an opportunity to develop a continuity of open space from Southcrest Park extending along the Chollas Creek channel all the way to Interstate 5.

The open space link will serve the new residential development proposed for the area. This open space, although modest in size, could be made effective if imaginatively designed and utilized. Encroachment into the flood channel should be avoided to maintain a visual open space corridor and to provide for passive and active recreational use of Las Chollas Creek. The plan recommends an 11-foot dedication on the north of the existing channel for passive use and 25 feet on the south for active use as a combination bike and pedestrian trail.

The following guidelines should be used while reviewing projects along the creek:

- 1) Development should not "turn its back" on the creek channel. Developments should instead enhance this creek area and use it as a positive feature of the project.
 - 2) Sufficient setbacks should be provided in order to allow for the future use of the channel edges as parkway linkages, including pedestrian and bicycle paths.
 - 3) Required off-street parking should not be located within the setback along the channel and should be sited so that landscaping can be provided between the parking area and the channel.
 - 4) Project landscaping and architectural treatments should contribute to an overall enhancement of the channel parkway.
- I. The western end of the State Route-252 corridor is recommended as open space. This 4.9-acre site is located east of Interstate 5 and 15, west of Acacia Street, south of Boston Avenue, and north of Beta Street. Alternative open space uses could include a neighborhood park, a community garden, or a botanical preserve. An assessment district or other mechanism should be established to maintain the open space.
- J. Eliminate illegal, non-conforming, and deteriorated commercial uses.
- Illegal, nonconforming, and deteriorated commercial uses are scattered along National Avenue from 36th Street to 43rd Street. The Redevelopment Plan recommends a residential revitalization effort here, eliminating the illegal and deteriorating commercial uses. The plan designates National Avenue for residential densities of 15-30 units per net acre.

Commercial Development

- K. Revitalize the Otto Square Shopping Center.

The Redevelopment Plan proposes the revitalization of the Otto Square Shopping Center which may include expansion of the site northward to Logan Avenue.

- L. Revitalization of the strip commercial uses along 43rd Street and at the intersection of 43rd Street and National Avenue is recommended through a rehabilitation program.

In addition, realignment of the intersection at 43rd Street and National/Logan Avenues is recommended. Retention of the commercial and institutional uses in this area and development of additional commercial uses on vacant or redeveloped land parcels is also encouraged. Specific development criteria will be prepared for the commercial area along 43rd Street, generally between Gamma Street and Logan Avenue as a part of the final legislation to implement the Project First Class Urban Design Program and this plan. (See Figure 33a.)

- M. An enlargement of commercial-designated areas on the south side of National Avenue at 35th Street is recommended.

This enlargement would result in a shift of 2.5 acres from residential to commercial land uses. Approximately 0.5 acres on the southwest corner of 35th Street and National Avenue is recommended for commercial uses. Additionally, two acres between 35th and 36th Streets, to a depth of 150 feet south of National Avenue, is designated for commercial use.

Industrial Development

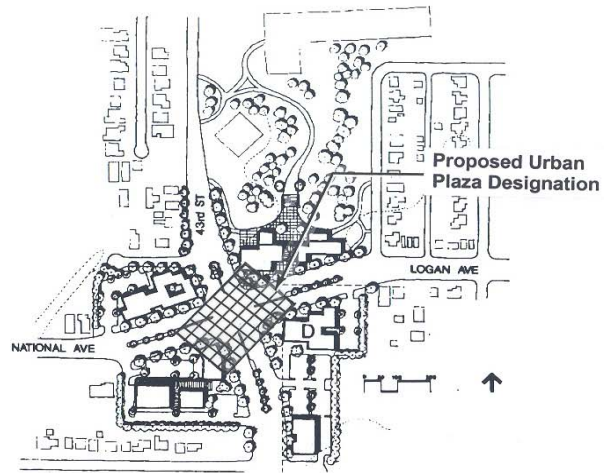
- N. Develop a commercial/business park south of Southcrest Park and Keeler Street, west of 43rd Street, north of approximately Beta Street, and east of 41st Street.

This 14-acre site at the east end of the 252 corridor is proposed for mixed-use light industry/office commercial in the form of a commercial/business park with the exception of the two acres fronting on 43rd Street. The exact boundaries of this land use designation may be adjusted without the need to amend this community plan if, upon further study, the existing street pattern in this area is modified. If any adjustment to the boundary of the commercial/business park is made, the adjustment should reflect a sensitivity to reducing impacts to adjacent properties.

The site should be zoned M-1B or a similar zone and be developed according to the standards of a Planned Industrial Development Permit to ensure that development is of high quality, is well designed and is compatible with adjacent uses.

The commercial/business park should provide a 25-foot landscaped and bermed setback which will serve as a buffer. Special attention should be given to building placement, fencing and landscaping to reduce any incompatibilities between the commercial/business park development and adjacent development. In addition, specific attention should be given to the commercial/business park uses to ensure that air-contaminants, loud, unnecessary or unusual noises or hazardous materials do not adversely affect the area.

43RD STREET INTERSECTION IMPROVEMENT



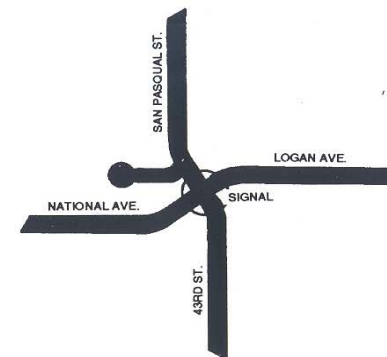
NATIONAL AND LOGAN AVENUE AT 43RD
With intersection realignment
Illustrative Plan

Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA, 1985)

PRESENT CONFIGURATION



PROPOSED CONFIGURATION



SOUTHEASTERN SAN DIEGO
CITY OF SAN DIEGO • PLANNING DEPARTMENT

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FIGURE 33a

Transportation

- O. Widen National Avenue to become a four-lane major street between Interstate-15 and 43rd Street to accommodate the 14,000 expected weekday trips for the year 2000.

At selected intersections, this will likely require the prohibition of parking to allow room for left-turn lanes. According to the City's Engineering and Development Department, this link of National Avenue is carrying traffic volumes far in excess of the City's design standards and annually records an accident rate which exceeds citywide averages.

- P. At the intersection of 43rd Street and National Avenue, a realignment of the intersection is recommended.

This realignment would improve north-south circulation, enhance the visibility of the Educational/Cultural Complex, and streamline an existing circulation system bottleneck (see Figure 33a).

Selected improvements are also recommended within the existing right-of-way for 43rd Street from Logan Avenue to the Interstate 805 ramps.

Development Guidelines

- Q. The following guidelines should be considered in the review of all proposed projects in the Southcrest Redevelopment Area (in addition to the urban design element in the plan):
1. All projects should be evaluated for compatibility with adjacent developments, including architectural style, site design and setbacks, bulk and scale and colors.
 2. The preservation of historic areas and the conservation of older neighborhoods is desirable.
 3. New site developments should be carefully integrated with the existing street and sidewalk patterns of surrounding development in order to create a coherent circulation system, linking new development to the existing neighborhood fabric and to avoid the development becoming an enclave apart from the neighborhood.
 4. Within the site, orient buildings to define street spaces. Place as many buildings as possible in a manner which complements and relates to the street scene. Each residential dwelling should have a sense of fronting on the street. Hidden units on the back portions of the site, or behind other buildings, should be avoided.
 5. Landscaped breaks should be provided in parking areas. Parking areas should be buffered from the street with planting while allowing for natural surveillance if low shrubs and groundcovers are used.

6. Every effort should be made to retain or enhance existing vegetation and topography, particularly along important streets. Street trees should be planted near the public right-of-way. Extensive landscaping should be used to tie buildings and site developments to existing streets and sidewalks.
7. Private usable open space areas should be provided to supplement the public park system.
8. Sidewalks should be provided from all parking areas and rights-of-way to structures on-site.
9. Night lighting should be provided along walkways, streets and at parking lots.
10. If a security fence is used, attention should be given to its design and materials. Wrought-iron fences and other security devices can become attractive architectural details.

This is a detailed street map of the Logan National area in Los Angeles. The map shows a grid of streets including Logan, National, Newton, Boston, and Vesta. Various shaded regions are labeled with letters: 'N' (North), 'V' (Vista), 'P' (Park), and 'GAMMA'. The Emerson School is located near the intersection of National and Newton. The I-5 freeway is shown running vertically on the left side of the map. The map also includes labels for '35TH', '43RD', and 'VESTA'.

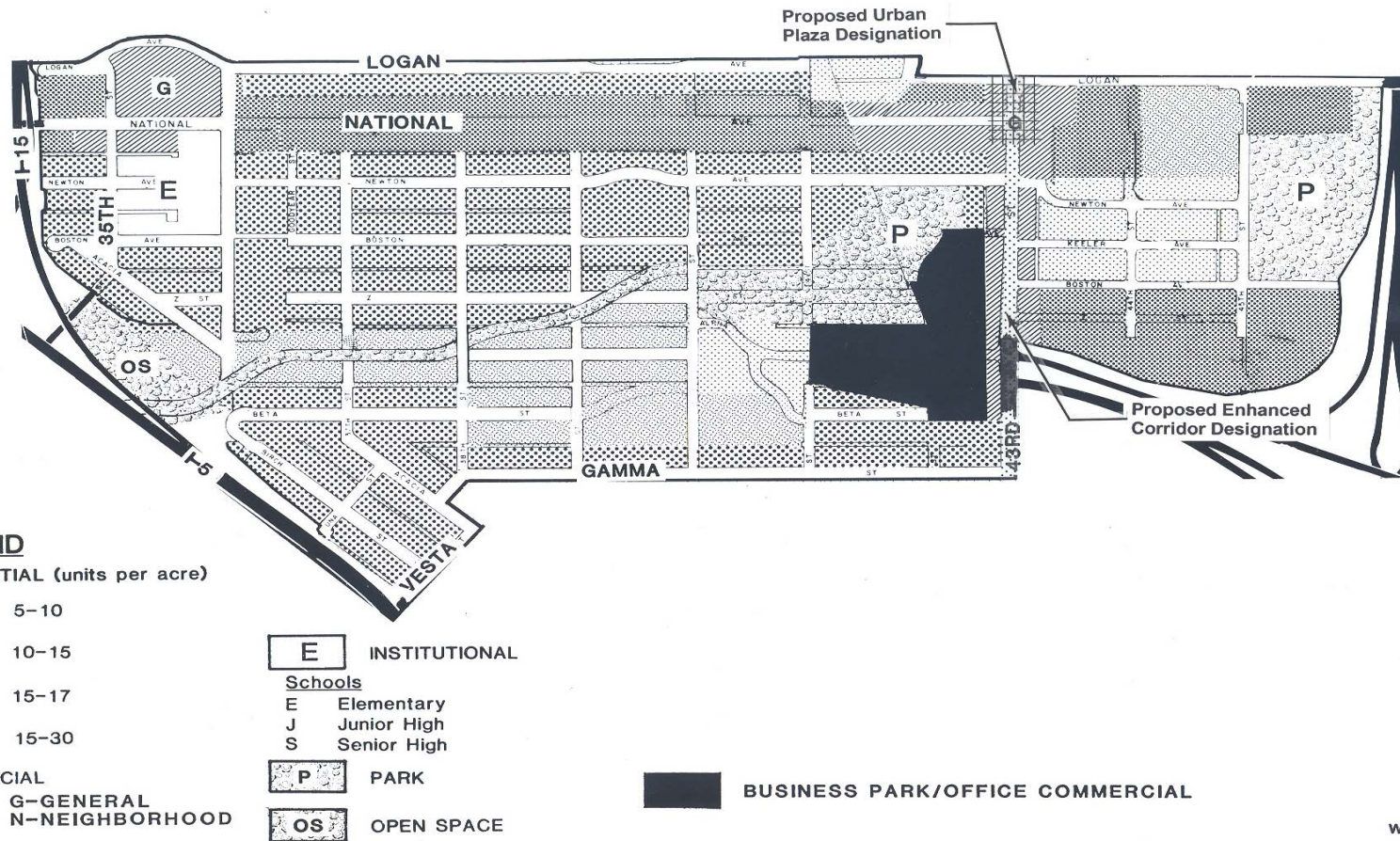
VACANT



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FIGURE 34

RECOMMENDED LAND USE



SOUTHCREST
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FIGURE 35